

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

April 18, 2017

The meeting began at 9:00 a.m.

Present: Barbara Ramey, Peter Troedsson, Del Spivey, DeNae McGee, Brittany Caldwell, Eric Schaffer, Chip Peterson, Karlie Hamilton, Katie Loveless, and Shawna Pitts. Visitors present: John Keates, Parks and Recreation Director; and Jim Goldberg, Derek Lunde, and Jen Larsen of Red Propeller. Lynda Quinn was present as note taker.

Welcome and Introductions

Barbara introduced DeNae McGee, new Tourism and Events Coordinator; committee members introduced themselves.

Old Business

- Request of \$3,000 for Christmas Tree
Nancy Pipinich received \$15,000 for 2016. This new request is okay with Legal. DeNae will be working on a plan to formalize and reintroduce the grant program this year; it will be ready to review by the next meeting. Committee concurred to have Nancy wait and fill out a grant request when the process is open. LTAC wants to support, but put it through the right legal channel.
- JLARC – Lynda reported that she entered the data provided by Red Propeller and GBCC into the State lodging tax program. When the report is available, she will forward to the Committee.

Grant Program

Members reviewed some of the past parameters. Some items discussed were:

- Stayed away from operating or maintenance expenses
- Be sure there is a tie to the community, i.e., Kiwanis, performing arts, etc.
- Tell applicants how much money is available
- How will applicant be promoting the event and driving tourism, i.e., utilizing restaurants, etc.
- Some amount will be open for City departments to request.
- How frequently will we be reviewing grants? A small committee could meet to narrow down.
- Don't have to be as organized with ongoing grants.

It is very important to:

- Have the program funded
- Stick to the grant program
- Be sure the guidelines include parameters on how grantees spend the money they receive
- Keep in mind that LTAC rules have changed since the last round of grants
- Be sure to put the City logo on the materials

There was a discussion about short-term requests vs. yearly grant awards. Short-term may not be as organized. Once a year may be more reliable. Need to look at Snohomish County TPA. Discussed

letting the City submit before applications are accepted from the public. Then, based on that, we could adjust the community grant amounts. There could be a small figure for discretionary funds, i.e., opportunity fund. Another option would be to have City departments compete at the same time as the community, with no guarantees, and no set amount for City departments.

Trail Signage

Barbara gave a brief update. The Committee is aware that people on the trail pass Bothell by. In the past, King County has prohibited cities from having signage on the trail. King Co is available to meet with us to let us know what their requirements are. This year we will start work on a signage program, with a budget of \$25,000. The signage would tie into other signage in and around the City. Eric reported that he has connected with the Regional Parks director, and they will follow up through the City.

The County would have to check out the interest points, and look at where the new bridge will be placed, and may pay for the signage. It was pointed out that there needs to be signs from either direction. There is a State grant pending for design on the bridge, done in 2018 or 2019.

Upcoming Events

- May 20, Bothell Block Party, hosted by the Chamber of Commerce.
- July 22 event to commemorate Main Street Fire. The commemoration is to celebrate the community spirit that followed that event, and give kudos to GBCC and the Rotary for fundraising for the affected businesses. Discussed LTAC support at the July event.
- Oct. 14, Beer Festival - Planning for the beer festival is going well. Because of the construction on Main Street, the venue will change some. Bothell Furniture has not indicated they will allow their parking lot to be used this year. The number of breweries is full now, with 24 breweries participating, and there is some commitment from food trucks and bands. Explored the dinner idea for Friday night. This would need to be a limited number of people, i.e., 30, and perhaps have an all Bothell beer pairing. Another idea is to include some sort of VIP experience. Red Propeller will circle back around with Russell's Restaurant on this idea.

First Quarter Update and Woodinville Wine Country

Red Propeller gave a brief update, and Derek reviewed the campaign highlights. He asked that content ideas be sent their way. It was pointed out that Mills Music and Paul Richards are still on the site, and Quite the Find is on there twice. A question was raised about whether there is a way to highlight Country Village more, and make them more prominent? It was felt that the shopping experience is lacking on the ExploreBothell page.

There was a discussion about the lack of visuals on doors of businesses about ExploreBothell. It was suggested that for small dollar amount, we could have a small sticker made. Now is a good time to introduce that. Eric will propose this at next meeting of Main Street business owners, the Downtown Action Committee. We need to keep the program simple for the business owner. The Chamber will be including ExploreBothell as an item at an upcoming meeting agenda. We could also include it in Bothell Bridge.

Red Propeller will continue monthly content check-in meetings with the Chamber and Katie.

Red Propeller has secured the “official hotel partnership” with Woodinville Wine County for this year. They will meet with hotels before LTAC meetings.

On advertising, will focus on the areas of remarketing/retargeting, digital spots in some E-mail newsletters, Google adwords, and refreshing creative packages. Will work more on itineraries since DeNae arrived.

For next quarter, Red Propeller may roll out refreshed Sip and Stay packages, Woodinville Wine Country partnership, and presence on their website will strengthen. Red Propeller will work with DeNae to update the printed map. Woodinville Wine Country produced one for wineries, and as part of the partnership, will add ExploreBothell on that map. For the next meeting, need to talk about how often to update the map and the appropriate quantity. The Post Office recently changed their size parameters, so the size of the map will need to be revisited. Red Propeller will mark-up and send a revision.

Red Propeller will add to the website a page about Bothell, and weddings messaging. They will talk with hotels.

New Business

- Funding request, Parks and Recreation:
Since 2015, the Parks and Recreation Advisory Committee has been creating a community walking guide, working with the Citizens Advisory Committee. There are three components:
 - 1) Get people active/wellness
 - 2) Moving more, the sponsor is Kaiser.
 - 3) Beneficial for people visiting Bothell.

This has been funded so far by fundraising. Suggested adding a disclaimer.

Good of the Order

- Eric and Brittany have met with breweries. They are looking at a regional beer trail including Bothell, Kenmore and Woodinville.
- Katie noted the Farmers’ Market at Country Village begins on June 2.
- Barbara will introduce contacts to DeNae.

For the next meeting the goals are:

- To have the grant program proposal ready to go, and then publicize.

Meeting adjourned at 10: 44 a.m.